

Amendments to the Claims:

A listing of the entire set of pending claims (including amendments to the claims, if any) is submitted herewith per 37 CFR 1.121. This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently amended) An electronic display device comprising:

[[-]] a polymer LED display comprising a geometrical arrangement of individually excitable polymer LEDs for forming an image and comprising electrical connections for exciting ~~said the~~ polymer LEDs; and

[[-]] a light-absorbing filter layer covering ~~said the~~ display; ~~and the display device further comprising:~~

[[-]] a semi-transparent reflective layer covering ~~said the~~ filter layer for transmitting light emanating from ~~said the~~ polymer LED display and for reflecting ambient light incident on ~~said the~~ semi-transparent reflective layer, so as to obscure ~~said the~~ electrical connections for exciting ~~said the~~ polymer LEDs.

2. (Currently amended) ~~An The~~ electronic display device ~~as claimed in of~~ claim 1, ~~characterized in that said wherein the~~ semi-transparent reflective layer is a reflective polarizing layer.

3. (Currently amended) ~~An The~~ electronic display device ~~as claimed in of~~ claim 1, ~~characterized in that said wherein at least one of the~~ polymer LED display, ~~said the~~ light-absorbing filter, and/or ~~said the~~ semi-transparent reflective layer ~~are is~~ coupled via an anti-reflective coating.

4. (Currently amended) ~~An The~~ electronic display device ~~as claimed in of~~ claim 1, ~~characterized in that wherein the~~ semi-transparent reflective layer includes a dual brightness enhancement film (DBEF) ~~is a brightness-enhancing layer manufactured by 3M Company of St. Paul, Minnesota under the trade designation "DUAL BRIGHTNESS ENHANCEMENT FILM".~~

5. (Currently amended) ~~An~~The electronic appliance comprising an electronic display ~~as claimed in~~of claim 1.

6. (Currently amended) ~~An~~The electronic appliance ~~as claimed in~~of claim 5, ~~characterized in that~~wherein it comprises an electric shaver.

7. (New) The electronic display device of claim 2, wherein at least one of the polymer LED display, the light-absorbing filter, and the semi-transparent reflective layer are coupled via an anti-reflective coating.

8. (New) The electronic display device of claim 7, wherein the semi-transparent reflective layer includes a dual brightness enhancement film (DBEF).

9. (New) The electronic display device of claim 2, wherein the semi-transparent reflective layer includes a dual brightness enhancement film (DBEF).

10. (New) The electronic display device of claim 3, wherein the semi-transparent reflective layer includes a dual brightness enhancement film (DBEF).

11. (New) An electronic appliance comprising an electronic display as claimed in claim 2.

12. (New) An electronic appliance comprising an electronic display as claimed in claim 3.

13. (New) An electronic appliance comprising an electronic display as claimed in claim 4.

14. (New) An electronic appliance comprising an electronic display as claimed in claim 5.

15. (New) An electronic appliance comprising an electronic display as claimed in claim 6.

16. (New) An electronic appliance comprising an electronic display as claimed in claim 7.

17. (New) An electronic appliance comprising an electronic display as claimed in claim 8.

18. (New) An electronic appliance comprising an electronic display as claimed in claim 9.

19. (New) An electronic appliance comprising an electronic display as claimed in claim 10.

20. (New) An electric shaver comprising an electronic display as claimed in claim 10.